



CONTACTS

FEBRUARY /68

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Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

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COVER STORY: Hats from Eaton's Spring and Summer Catalogue bring a hint of spring to a still snow-bound Western Division. Modelling the hats, at the top right and going clockwise, are: Margaret Gresch, Misses' Dress Department; Mary Popow, College Shop; Ev Ingram, Girl Friday Shop; Karen Ball, Cash Services; Dorothy McBeth, Sporting Goods and Doreen Lowrey, Drugs and Toilet Department.



On Tuesday afternoon, Mrs. Pat Lee of Portage la Prairie chooses a bright new hat from the colourful 1968 Eaton Spring and Summer Catalogue. Eleanor Smith, Catalogue Sales, at left, writes out the order which is mailed to Winnipeg.

Catalogue Lifelines Depend on People

PROGRESS in our Company depends largely on the enterprise of people. In the Division-wide Catalogue operation their actions, initiative and effort keep the lifelines of Catalogue merchandising running smoothly and efficiently. Yet no matter how involved this operation is it cannot function without the hands, minds and skills of people. No matter how great our resources, we cannot move an inch without human ingenuity.

This pictorial story goes behind-the-scenes to report the progress of a customer's order from Portage la Prairie, through the operation's nerve centre, the Winnipeg Catalogue Building, and back to its place of origin — a Manitoba community some 50 miles west of the Keystone City. Each link in this Catalogue chain depends upon the strength of the other.

Eaton's Western Division's Catalogue operation embraces 128 order offices in seven provinces, stretching as far west as Prince Rupert, a Pacific Ocean port, to Marathon on the north shore of Lake Superior.



Early Wednesday morning, Marion McKay opens the incoming mail in the Order Preparation Department on the Catalogue Building's 7th Floor. Mrs. Lee's paid order is recorded by the department's cash register.



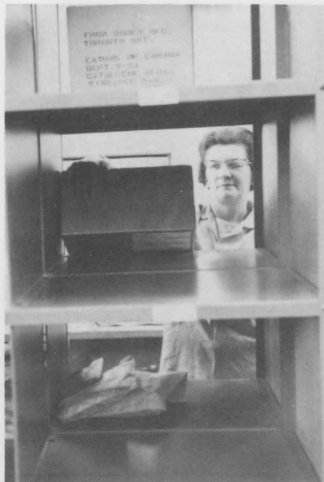
Mrs. Lee's order is forwarded to the Scheduling Section where it's stamped with the time it will arrive in the Shipping Department. Judy MacKenzie, Order Preparation, then dispatches it in a carrier, via a pneumatic tube, to the Order Filling Department, 9th Floor.



Lil Johnson, Order Filling, picks an attractive pink hat (Mrs. Lee's order) from a special bunk. The merchandise is carefully packed before being sent via a spiral chute to the assembly area of the shipping department, 3rd Floor.



From the chute a conveyor belt speeds the hat box to Alice Keweriga who assembles the order and audits the sales bill, placing the parcel in the bunk behind her.



Eva Kowal removes the parcel from the bunk, wraps it and places the order on a conveyor belt to the Bulk Packing area, 2nd Floor.



Mrs. Lee's hat travels along the conveyor system and is then placed in the Portage la Prairie bunk by Jean Joynt.



Thelma Wicklund packs all the Portage parcels into a large carton. When it's full she pushes it into the conveyor system's main stream.



Moving towards the last stages of its journey, the Portage carton's contents are recorded for control purposes on a cash register by Kitty Wright.



The bulk carton is strapped by Barney Rempel with an automatic banding machine. The box is then weighed and dispatched to the shipping area on the main floor.



Before the carton is released to the carrier, Judy Cunningham types a bill of lading for the order, handed to her by Frank Byrd.



Shipper Dave Kendrick, left, hands the carton to CN Express Shipper Jim McBairty, who signs for the merchandise before it's shipped to Portage la Prairie.



On Thursday, Mrs. Pat Lee leaves the Portage la Prairie store clutching the box with her Spring hat.



Jessie Cutting, left, Edith Schultz and Pauline McKenzie deftly sort incoming dishes onto racks.



Lillian Richards cups her hands full of steel balls from the Burnishing machine which is used for polishing silverware.

Giant Washer Cleans Mountains Of Dishes Every Day

A restaurant is a factory: buying, preparing, cooking and serving food. To complete the operation's cycle is another vitally important step — the washing of myriads of tableware pieces used and re-used every working day.

In the "Valley Room" restaurant, Winnipeg Store, the largest dishwasher in the city cleans some 2,670 pieces of crockery an hour. If all the tableware items washed in a 12-hour day, were stacked one upon the other, they would equal the height of twenty Winnipeg Stores. Used dishes from the restaurant, are placed on a 108-foot conveyor belt and carried to the kitchen. Here, they're placed on racks and the dishes scraped before being fed into the large Hobart dishwasher. The equipment's conveyor belt transports the tableware pieces into a high-pressure area where they're subjected to jets of hot water. They then pass through a power-wash and a power-rinse compartment. Temperatures are maintained at 180 degrees to kill bacteria.

At the end of the speedy washing operation, the tableware is dry and ready for immediate use. Silverware is polished in a Burnishing Machine. Utensils are placed in the drum-shaped, revolving machine and the silverware is polished by the rubbing action of thousands of steel balls. This streamlined dishwashing operation, is designed not only for greater capacity, but to improve working conditions and efficiency.

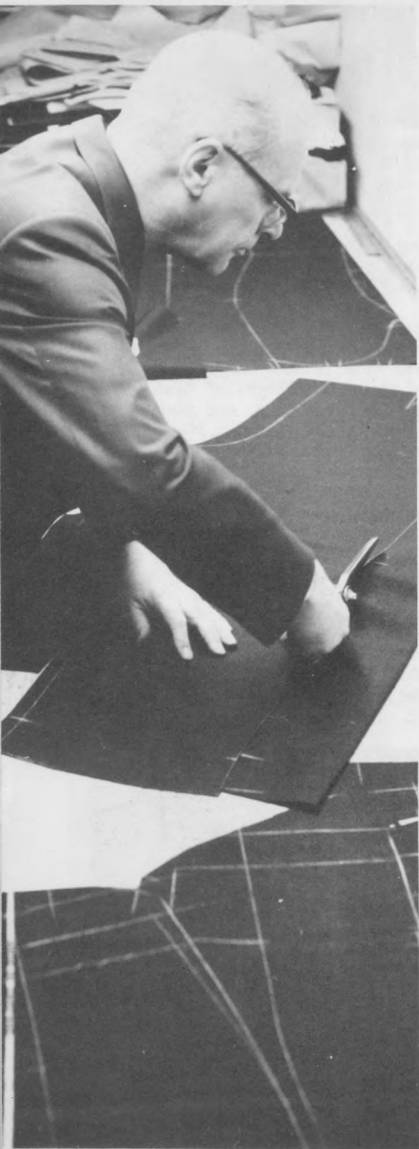


Tom Hughes loads plates into the dishwasher which is capable of cleaning some 2,670 tableware pieces an hour.



At the other end of the dishwasher, Cecille Novog stacks the stream of clean and dry items into piles.

The Art of Suiting Customers



The Pine Room's new Custom Tailoring Supervisor skillfully cuts out a suit.

"Men's fashions are always changing," said Ronald E. Birchard, Eaton's newly appointed Custom Tailor Supervisor in the Winnipeg Store's Pine Room. "For proof, look at a man whose wardrobe is ten years old — if you can find one," he said.

Variety itself might be reason enough for change, but often styles not only change but improve, said Mr. Birchard, who has been active in the custom tailoring business since 1931, when he joined his father's Winnipeg firm.

"Innovations keep men's fashions alive, vital and interesting," said Mr. Birchard. These improvements he said may be practical, like the new stretch fabrics, or visual, like the new slim look.

Mr. Birchard has built-up a reputation across Canada for his tailoring skill and knowledge of the business. His firm were tailors of every Lieutenant-Governor in Manitoba for nearly half a century. Early in his career, he gained valuable experience in London, England, where he attended the famed Minister Cutting Academy and later worked for firms specializing in the art of custom or bespoke tailoring.

Surrounded by the elegant decor of the ultra-smart Pine Room, Mr. Birchard explained, that like monsoons, fashions have a way of changing in cycles. A fashion idea comes into popularity, rises to a peak, wanes and passes out of the picture; until it's possibly revived.

Many fashions alter because of changing living patterns. "The advent of the automobile doomed the silk top hat," said Mr. Birchard, "and properly heated homes and offices eliminated the need for heavy fabrics and long coats."

Some styles are directly attributed to leading figures of the times. In the 1920's, when the Prince of Wales made his world tour wearing chalk striped double-breasted suits, stripes became popular. They almost disappeared in the 30's. Now in the late sixties, hairline and chalk stripes are on their way back, and by all

indications it will be a strong return.

The cut of the suit now is single-breasted explained Mr. Birchard, but this doesn't mean that there won't be a swing back to the double-breasted styles.

Many of today's more radical fashions are influenced by the bright, brash influence of London's Carnaby Street. Mr. Birchard welcomes this new trend.

"The traditional dark coloured business suit is loosening ground to more colourful fabrics and individual styling," he said.

Perhaps in a few years it will all change. The ultimate in fashion may be a suit that wrinkles. Who knows? It all depends on science, designers, the jet-set, manufacturers, advertisers and fashion reporters.

However, The Pine Room's goal remains the same — outfitting customers in superbly fitting suits and showing them how to wear the latest fashions with poise and confidence.



Mr. Birchard displays a bolt of fine cloth in the Winnipeg Store's elegant Pine Room.



Staff Trainer Gerri Burge explains to Curt Butterfield the operating features of the NCR 53.



Staff Training Supervisor June Hogg displays one of the forms used in Programmed Instruction.



A Polo Park steering committee, to implement plans for the new store, is headed by Allan Atwood, Polo Park Operating Manager. Among the topics discussed was the new training technique.

Programmed Instruction

New Training Technique

Used to Teach

Polo Park Staff

To Operate the

National Cash Register 53

The Polo Park store is to be equipped with the new NCR 53 — one of the most advanced cash registers of its kind in Canada.

To train staff on this modern machine, the Staff Training Department, under the direction of Supervisor June Hogg, are using a revolutionary new training technique known as Programmed Instruction.

The new teaching method, developed in the United States, has been described as "certainly the most exciting, and potentially the most significant, development to appear on the business scene since the digital computer."

Programmed Instruction can be adapted to a wide range of subjects. It's especially designed to sustain interest.

"This new technique gives the trainees ample practice on the register," said Mrs. Hogg "as well as allowing them to complete the course at their own rate."



EDP Project Supervisor Dave Cummings played an important part in the development of the new fashion reporting system.

The Impact Of Computer Age Merchandising



Analyst/Programmer Lee Torossi is responsible for updating and revising the system.

For a dozen years now, computers have been doing amazing things. People talk about computers that read and write, create music, design airplanes and almost "think" for themselves. This is just the beginning. Computers are incredibly versatile. Their applications are reaching into most facets of business — from sorting mail to baking pies.

Ever since the mid-sixties, computers have been playing an ever-increasing role in the operations of the Company. In 1965, Eaton's in the Western Division decided to investigate the possibility of adopting a computerized fashion reporting system, to provide better customer service and to eliminate tedious paperwork. After the new system went into operation, the four-part print/punch ticket, attached to fashion merchandise, became a familiar sight in the Store.

How does the fashion reporting system work? Basically, it's a speedy method of reporting sales and inventory information. It also determines slow and fast selling merchandise in the area of fashion. Styles are changing all the time. The turnover is

quick and the seasons are brief. Merchandisers have to recognize trends early and buyers must know immediately what styles are currently best sellers.

The backbone of the operation is the print/punch ticket. Before a fashion item is sent to the selling floor, a five-part ticket is attached to it by Merchandise Processing Personnel. The bottom part is then torn off and sent to Merchandise Control for forwarding to the Data Centre, where it's used for up-dating records.

When a sale is made, the fourth portion of the sales ticket is detached by the sales person and sent to the Data Centre, where all fashion merchandise records are stored.

Every Monday and Thursday, reports listing the performance of each style, arrive on the buyers' desk. With this information at their fingertips, the buyers are able to take action in a number of areas. "Runners" or top sellers may be quickly re-ordered, display changes recommended, markdowns decided upon and fashion trends pin-pointed.

During the past two years several changes have been made to streamline the Western Division's fashion reporting system. The Pacific Division's Data Centre were assigned the job of expanding the system to take advantage of the increased capacity of Eaton's new IBM System/360 computer and to meet the needs of suburban outlets and Divisional Stores.

In addition, Eaton's received the exclusive rights in Canada for one year of a reporting system called IMPACT or Inventory Management Program and Control Technique.

IMPACT is one of the most advanced computer programs developed for retailing by IBM. Several large retail companies in the United States are testing the new system.

The Western Division was assigned the job of conducting a pilot project on IMPACT for one year. IMPACT and the fashion reporting system, developed by Eaton's, are currently being evaluated by the company. The best features of both systems



Edithe Moché, after making a sale, tears off the bottom portion of a print/punch ticket.



Computer Operator Jim Hudson loads print/punch tickets into a Converter machine in the Winnipeg Data Centre.

The Impact Of Computer Age Merchandising



Winnipeg buyers review the photographs used in an advertisement featuring top selling styles determined by the IMPACT fashion reporting system. From left to right, are: Judy Duncan, Ian Leithead, Mary MacKelvie and Richard Shaw.



Merchandise Control Systems Supervisor Ron Ellis, assisted by Analyst Margaret Robinson, direct the fashion reporting system's operation in the Merchandise Control area.

will be combined to establish the most effective method of buying and selling fashion merchandise.

Computers of the Future

With each new breakthrough in technology, computers are becoming more sophisticated. They're no longer used solely for their capacity for storing and retrieving information. Futurists predict that we're moving into a "chequeless-cashless" society.

Credit will be transferred at the instant you make your purchase. For buying everything, except minor cash transactions, you'll have a money card. When you go to the store, you'll hand the sales person the card which will have your account number. She'll place it in a special transmitting device connected with the bank. The transmitter will auto-

matically dial the number of your personal account, check the amount of credit available to you, debit your account and credit the store's account. That's it. No cheques or cash have changed hands.

In the future, computer terminals may become a standard piece of equipment in every home. And in retailing, the merchandise buyer's desk may be furnished with a television screen to keep her up-to-date on the performance of new fashion, for example, from a Montreal supplier that arrived in the Store the day before.

We can only speculate about what's in store for us. The advances that are being made by the Company in this area are part of a search for improved marketing techniques to give our customers the best possible service.

Eaton's Puts The Zing In Spring As Carousel Of Flowers Opens

With a hey, and a ho, and a hey nonny-no, spring with all its fads, fancies and frivolities arrives at Eaton's in Winnipeg in the fabulous form of the Carousel of Flowers promotion, February 21 to March 2.

Division-wide Drivers Award Program Begins In March

The first "Driver of the Month" award will be presented to an Eaton driver in the Western Division next month. This is to become a monthly award given to drivers who demonstrate outstanding customer service and acts of courtesy on the road.

Dorothy Humphreys Awarded \$75 Prize

Mrs. Dorothy Humphreys of Swift Current, Saskatchewan, received the top prize of \$75 in the Division-wide In-Store Solicitations program for January.

The following received the runner-up award of \$15. They are:

Mr. E. Smith, 260 dept., Saskatoon; Mrs. J. McInnis, 244, Regina; Mrs. R. Moodie, Mail Order, Port Arthur; Mrs. Ella McLauchlin, 244, Brandon; Mrs. J. Pyra, CSO Pincher Creek, Alberta; Mr. Tom Lovestone, Heavy Goods Store, Swift Current, Saskatchewan, and Mr. D. Anderson, 360, Winnipeg.

Several thousand tulips and daffodils were flown from Amsterdam, Holland, especially for the 10-day event. Adding to the festive mood is music inspired by the Rogers and Hammerstein show "Carousel", piped throughout the Store.

Focal point of the promotion is a dazzling fashion show on the fourth floor featuring the latest spring styles. The commentator during the fashion display is Bernice Chorney, who's accompanied by the Ray St. Germaine Trio.



Bernice Chorney commented during the show.



The Ray St. Germaine trio provided the music at the fashion show.



The latest spring styles were featured during the Carousel of Flowers fashion show on the Fourth Floor of the Winnipeg Store.

ROVING REPORTER



PORT ARTHUR'S Store Manager Alan Giles presented a bronze bust of Sir Winston Churchill to representatives from one of the Lakehead's newest schools, named after the distinguished British statesman. In the centre are members of the council and at the far right is principal Paul E. McRae.



ALOHA ANDREW: Portage la Prairie Store Manager W. K. McDermid, centre, congratulates Andrew Rutherford, salesman, for winning a trip for two to Hawaii in the Manitoba Hydro Electric Dryer contest. At left is Mrs. Rutherford.



Lieut. David Wilson tells his father, Catalogue Merchandise Control Supervisor Hugh Wilson, about his experiences in South Vietnam, shortly after his return after serving a year with the U.S. Army in South-east Asia. During his tour of duty Lieut. Wilson was awarded a Bronze Star for bravery at Long Than, a village 20 miles east of Saigon.



BIG BOUQUET: Winnipeg Assembly Hall staff received several comments from customers on their courtesy and efficiency. Congratulations to Ida Olson, left, Elsie Nicholl, David Robinson and Mary Cormack.



THE OLD Catalogue Telephone Order Board in Winnipeg has been replaced by a modern, streamlined area, at right.



THE NEW telephone ordering facilities on the 3rd floor of the Winnipeg Catalogue Building include a control panel, left, and separate cubicles. The cutover to the new equipment took place on February 17.





COTTON QUEEN: Vivacious Susan Holder, 20, captivated Winnipeg audiences with her dazzling smile and cotton wardrobe at the Store's annual Maid of Cotton show held February 2-3. Miss Holder, a native of Memphis, Tenn., was chosen Maid of Cotton out of a total of 250 applicants.



TOP PRIZE: Viola Bonick, CSO Supervisor, Terrace, B.C., received \$75 worth of gift certificates for winning the top award in the monthly Accounts Promotion contest draw.



Winnipeg Jewellery Workroom Supervisor K. Virtue watches the skillful fingers of engraver Skuli Anderson carve an Eaton brand name on one of the new sports trophies, which will be replacing the recently retired awards.



SEVENTEEN HIT: The Winnipeg Store's Seventeen Magazine Fashion Show, staged for the first time featuring SHE and HE fashions, proved popular with the young set, who mobbed the event held February 10.



REGINA COMPLEX: Construction of the new shopping centre adjoining Eaton's Regina Store, far left, is nearing completion. Included in the \$1 million project is an air conditioned shopping mall and a Dominion Stores supermarket.



PHOTO SHOW: The Winnipeg Pentax Club's photography display attracted large crowds to the exhibit staged in the Store's Donald South area. President of the club is Ron Watchorn, Camera Counter.



NEW LOOK: Winnipeg elevator staff added sparkle to the store in their new, trim, two-piece turquoise suits. From left to right, are: Stella Trafiak, Marlene Culleton, Susan Bell, Wendy Rorabeck, Bernice Miller, Ester Berry and Linda Yourkin.

Give The Gift Of Life

If you look at a drop of blood through a microscope, you can see many tiny cells suspended in a fluid. These red, white and platelet cells comprise about 45 per cent of the blood, while the balance is known as plasma. Each plays a vital role in modern medical treatment.

Whole blood is used during operations on the stomach, lung and heart. Packed red cells are used for the treatment of anemia.

Why be a blood donor? Because only you can give the gift of life. It takes only 30 minutes from start to finish, including time for testing, registration, rest and refreshment. The actual giving of your blood takes between 4 to 5 minutes.

The next Red Cross Blood Donors Clinic in Eaton's will be held in the Third Floor Lunch Room, Catalogue Building No. 2, from 8:30 a.m. to 11:30 a.m. and 1:00 p.m. to 4:00 p.m., Tuesday, March 19.



Only you can give the gift of life.

Western Division Appointments

WINNIPEG

- Mr. N. R. Franklin, Divisional Sales and Merchandising Manager.
- Mr. N. R. Batching, Group Merchandise Manager B1-B2.
- Mr. C. K. Major, Group Merchandise Manager C-D1.
- Mr. E. J. McCreedy, Group Merchandise Manager A1-A2.
- Mr. J. A. Ferguson, Lower Priced Store and Foodateria Manager.
- Mr. C. E. Harrison, Group Sales Manager Groups A1-A2.
- Mr. J. Paterson, Group Sales Manager Groups B1 and B2.
- Mr. J. Lindsay, Group Sales Manager Groups C, D1 and D2.
- Mr. E. R. Puddington, Transportation Manager.
- Mr. W. W. Bubb, Merchandise and Order Processing Manager A-B.
- Mr. R. J. Chase, Merchandise and Order Processing Manager C-D.
- Mr. M. E. Tiller, Circulation and Promotion Manager.
- Mr. R. E. Birchard, Custom Tailoring Supervisor.
- Mr. J. H. Stratford, Divisional Advertising Manager.
- Mr. R. L. Smith, Purchasing Agent.
- Mr. C. B. Peters, Printing Factory Supervisor.

CATALOGUE

- Mr. D. E. Bishop, Catalogue Stores Manager.
- Mr. J. Nicholas, Heavy Goods Store Manager, Abbotsford, B.C.
- Mr. S. C. Penny, Heavy Goods Store Manager, Kitimat, B.C.
- Mr. D. A. Briscoe, Heavy Goods Store Manager, Port Alberni, B.C.
- Mr. W. Compeau, Heavy Goods Store Manager, Quesnel, B.C.
- Mr. D. S. Dewar, Telephone Order Board Supervisor.
- Mr. R. H. Graham, Order Filling Group Supervisor.

POLO PARK STORE

- Mr. A. V. Atwood, Operating Manager.
- Miss M. G. Hamilton, Display Supervisor.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement:
WINNIPEG

- Mr. F. X. Patry, Meat Department, 49 years of service.
Mr. C. S. Carswell, Commodity Merchandiser, 49 years of service.
Mr. J. Bremner, Delivery, 42 years of service.
Mr. P. Mireault, Delivery, 39 years of service.
Mr. S. Jacobson, Warehouse, 24 years of service.
Mrs. W. McAlpine, Stationery, 22 years of service.
Mr. A. Hepburn, Furniture, 21 years of service.

PORT ARTHUR

- Mr. C. G. Johnson, Furniture Sales Supervisor, 35 years of service.
Mr. A. G. Holt, Sales Supervisor, 30 years of service.

VANCOUVER

- Mr. W. Stewart, Warehouse, 21 years of service.
Mr. F. King, Warehouse, 21 years of service.

SERVICE ANNIVERSARIES

40 Years



Mr. T. Giles, Winnipeg Caretaking Department, March 5.



Mr. H. Rothwell, Winnipeg Candy Workroom, March 12.



Mr. J. Rittinger, Regina Sales Management, March 15.



Mr. H. Darroch, Winnipeg Receiving, March 29.

Kubara Leads

Mike Kubara captured the number one spot in the spring '68 Winnipeg Home Furnishings Sales Contest held Jan. 10 - Feb. 10.

In second place was Bill Stan-ko, Jack Stanley came third, while Fred Wingate was fourth. The four top salesmen received Home Furnishings Sales buttons.

Job Opportunities

The Winnipeg Store has two openings for women who are creative and have a flair for interior design. These are full-time selling positions in the Draperies and Small Mats department. If you're interested, please contact Mrs. E. Andrew, Employment Office.

Save 20 Per Cent On Business Togs

The 20 per cent allowance on business clothing is from March 1 to 14.

Quarter Century



Miss V. Szadorski, Winnipeg Catalogue Sales Audit, March 11.



Miss Ruth Hodgson, Winnipeg Accounts and Control, March 15.



Miss Lillian Sharp, Winnipeg Candy Factory, March 25.



Miss D. C. Hardiman, Winnipeg Accounts and Control, March 26.

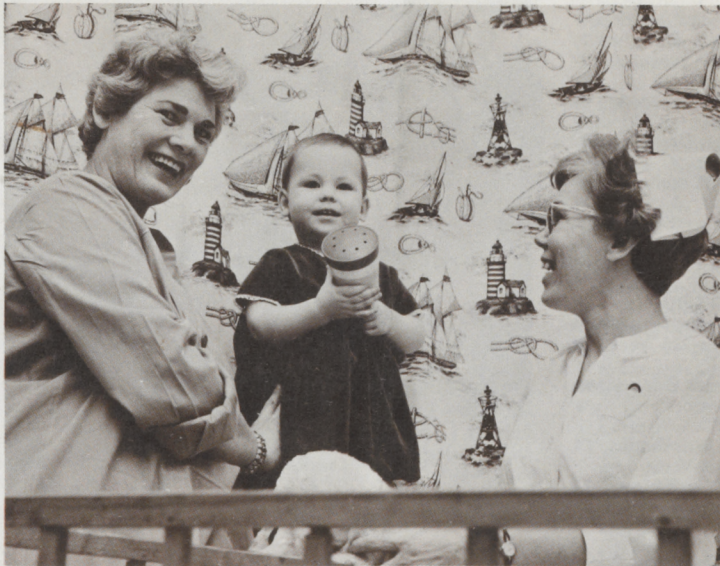


Mr. Leo Partnikas, Winnipeg Tailoring, March 26.



Miss L. M. Love, Dauphin Office Staff, March 29.

Eatonians Make Good Neighbours



At the Children's hospital, Isabella Hanna, Divisional Merchandise Office, left, and Nurse Hilda Unrau fill 17-month-old Shelley Neudorf's evening with plenty of fun, frolic and attention.

Isabella Hanna

When Isabella Hanna arrives at the Winnipeg Children's hospital she immediately swings into a whirl of activities. Through membership in the Chown Guild, her frequent evening visits revolve around service and ward work to supplement the regular nursing staff. She also helps in the Guild-sponsored children's playroom which is annually restocked with toys by the organization.

"Children need plenty of support and affection, especially those who have been ill-treated or have no families," she said.

The voluntary work done by the Chown Guild is two-fold. Apart from donating time to assist hospital staff take care of the children, the group raises funds for medical research. A major part of the \$6,700 raised last year was earmarked for the study of genetics by a research team headed by Dr. Irene Uchida.

Isabella, a past-president of the Guild, enjoys fund-raising. The money is obtained in a variety of ways. The Chown Guild stages an Eaton produced fashion show every two years and holds an annual book sale at Polo Park in May.

Miss Hanna is an honorary member of the Winnipeg Badminton Club, a charter member of the St. Andrew Chapter IODE and the first president of the Breezy Bend Golf Club's ladies section.

Amidst all this activity, Isabella finds real pleasure and satisfaction in helping others. "I like being busy in worthwhile community projects," she said.